GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:2368
ANSWERED ON:03.12.2002
NORMS FOR SELECTION OF SCRIPT
MOHAN RAWALE

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) the norms of evaluation and selection of the scripts, audio-visual programmes set by Information, Education and Communication Division;

(b) whether the quality and impact of these programmes on general public are monitored and maintained by the IEC Division;

(c) the details of the activities of Information, Education and Communication Division in terms of Print, Audio, Visual and films;

(d) the details of budgetary allocation and its utilization by IEC Division during the last three years;

(e) whether any video and audio spots have been made during the said period;

(f) if so, the details thereof alongwith these programmes broadcast, telecast through AIR/Doordarshan during the said period; and

(g) the details of the programmes produced during the last three years but not screened, telecast or utilised by the Department?

Answer

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT (SHRI SUBHASH MAHARIA)

(a) The scripts and audio visual programmes are considered and approved in consultation with the Programme Division concerned in the Ministry.

(b) Review to assess the quality and impact of all the IEC activities including audiovisual programmes undertaken by the Ministry is done from time to time.

(c) To create awareness about Rural Development Programmes amongst target groups in rural areas, IEC activities through most of the available modes of communication are undertaken by the IEC Division. In print media, press advertisementon all India basis in Hindi, English and Regional languages are issued periodically. Booklets, leaflets on the Programmes in various languages are also printed for wide distribution amongst the people in rural areas. Guidelines, manuals, evaluation studies relating to different programmes are also printed as per need. In Electronic Media (audioand audio visual) audio / video spots as well as half an hour programmes in Hindi, and Regional Languages are also produced and telecast / broadcast over Doordarshan / AIR.

(d) The details are as under:

S.No.	Year	Allocation (Rupees in lakhs)	Utilisation (Rupees in lakhs)
1.	1999-2000	2395.00	2395.00
2.	2000-2001	2060.00	2060.00
3.	2001-2002	1881.72+3580.00+ (+By re-appropriation from savings)	5461.72

(e) to (g) During the said period , 44 audio spots , 188 video spots in Hindi and Regional languages along with 1015 video programmes of half an hour duration, 35 radio programmes of half an hour duration each in 29 languages and dialects and 119 sponsored radio programmes of 15 minutes duration each in Hindi and 11 Regional Languages were produced . All these programmes except two produced by the News & Current Affairs Channel of Doordarshan have been telecast / broadcast.